

Basics of Health Promotion and Education Intervention
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Lecture – 15
Social Behaviour Change Communication (SBCC): Part II

So, now you will see Social and Behaviour Change Communication - part II of this SBCC.

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CONCEPTS COVERED

- SBCC framework
- C-Planning
- Socio-ecological Model
- Effects of SBCC

Health
Behavior
Attitudes
Social support
Education
Housing
Family size
Employment
Our communities
Access to health


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So, I will discuss under these topics SBCC as a framework and how the SBCC is a process? And how this C-Planning for the SBCC programs it is in use? And what is the social ecological model that is used for various context analysis, people analysis in this SBCC and finally what are the effects of the SBCC programs?

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SBCC Framework

- SBCC is a process
- SBCC uses a socio-ecological model
- SBCC operates through three key strategies



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Now, as this social behaviour change communication it is considered as a framework. So, it will be, it is a process where you use the C-Planning. It uses a planning model and then SBCC uses a social ecological model. We will see, what in details, how this? What are the factors that has been considered in the social ecological model? And SBCC operates to the three key strategies.

So, already we have discussed in this earlier lecture the advocacy then the behaviour change communication and social mobilization. So, in this SBCC framework, we have the three things SBCC is a process, SBCC uses certain ecological model and SBCC operates through three key strategies.

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C-PLANNING

- 1 | Understanding the Situation
- 2 | Focusing & Designing
- 3 | Creating
- 4 | Implementing & Monitoring
- 5 | Evaluating & Replanning

Principles, Competencies, Planning Tools



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So, this is the actual C-Planning. So, why it is SBCC is called a process? Because this will be using the C-Planning so, in which you have first understands the situation. So, any, when you plan any SBCC program you will be having first step will be the understanding the situation. So, we will see one by one in detail what steps we will be doing or what actions you will do in this understanding the situation? Then you will be doing focusing and designing.

So, once you understand the situation that will help you in the focusing and what design what areas you will be looking into it. Then you will create your strategy and the messages, the social norms what you are going to final change and the behaviour change, you are going to change? So, this message will be created and then you are going to implement this SBCC program and finally will do the evaluation and the replying. So, this C-Planning is used for the SBCC.

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1. Understanding the Situation

- Layers of Causes and Effects
- People Analysis
- Context Analysis
- Formative Research Gaps and How to Fill Them

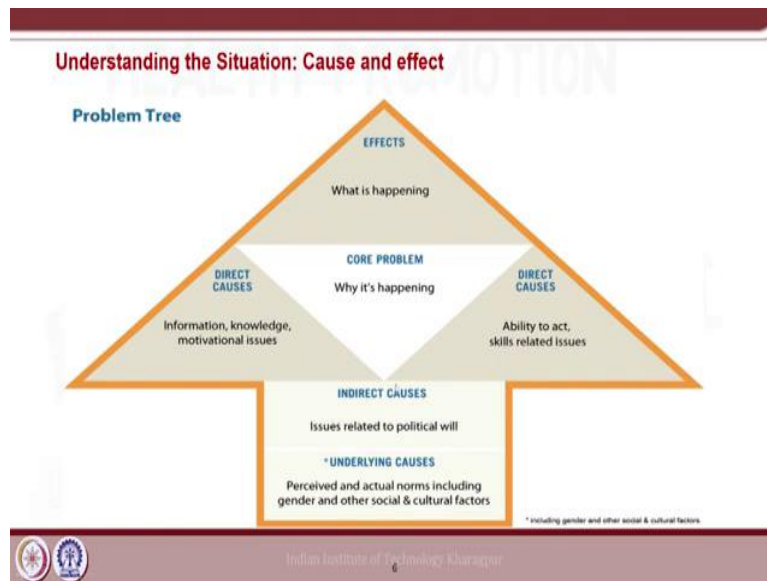
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Now, in first step what is the you are going to understand the situation? So, as you called as needs assessment also but in SBCC it is it is in detail, you need to find what are the causes and effects? So, here you actually use the problem tree. Suppose this you have like high maternal mortality. So, what are the different causes for this maternal mortality? What are the direct causes, indirect causes?

And certain other causes that are not into the hands of that individual. Then you need to do the people analysis, what actual people wants? How the in which context the people are staying? What are the factors? Why the people are behaving in that particular manner? Then you need to identify the formative research gaps. So, like 1, 2, 3, 4 you have these are the

reasons for the high maternal mortality. So, you need you need to find these gaps and that will help in framing this SBCC plan.

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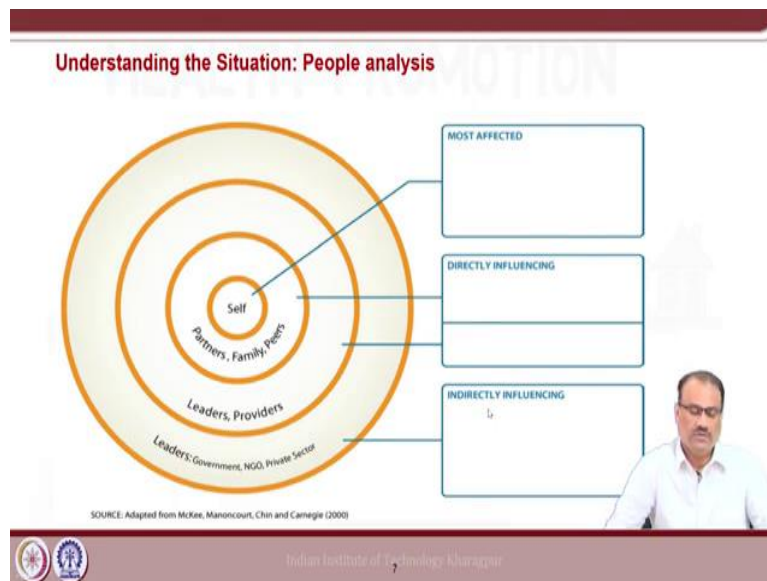


So, this cause and effect, once you want to find what are the effects and what are the actual causes of it? Take example in any of like you have maternal mortality. So, finally we have the core problem so, why it is happening? So, you will have certain direct causes, you can have certain you can have indirect causes. So, in these direct causes you will have ability to act by the person or skills and related issues or it could be the information, knowledge the person that is having indirect causes.

So that is the political will all issue related to that. So, maternal mortality you have the, we have the rules, we have the regulations and the political will; how these early marriages are been stopped? The gender bias is there. So, how this can be reduced? And underlying causes you have pursued and actual norms including gender and other social and cultural factor. So ultimately this direct, indirect cause, underlying causes will finally give risk to this problem.

So, in this situation analysis you need to find this what are the causes and what actual effect it is? So, once you understand this then only you can plan effective SBCC program.

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Now, in the people analysis so, what we need to do at the individual person or he or she will be there the self, who are been affected most? So, their characteristics maybe the adults are affected, the child is affected, infant is affected, the characteristics of the most affected person then those who are directly influencing. So, there are certain behaviours that will be actually causing the problem. So, those who are who are influencing them?

So, they could be the partners, family members or friends or neighbours anybody it could be. How then how they are influencing that particular person he or she? Then the leaders or the health care provider here it comes the health care provider also the doctor also or any other those who are those who are the leaders formal, informal leaders how they are influencing this person?

Then ultimately the indirectly influencing factors you have the NGO's, private sector, the government and all this thing so, ultimately you need to do the people analysis also. So, you will do cause and effect, what are the causes? What are the actual effects? Then you will need to do the people analysis. So, each individual so, if you are planning for SBCC program or strategy you are going to utilize.

So, you need to do the people analysis also, at each who is going affected most, who are the actually influencing directly influencing that particular social and particular behaviour of the person and indirectly influencing?

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Understanding the Situation helps to:

- Gain insight into the issue the program is addressing from many perspectives
- Organize and summarize what is known about the situation
- Check assumptions by looking at existing research
- Identify gaps and plan for formative research
- Focus energies and resources and make decisions
- Focus a program effectively on different groups of people (those affected and those who influence them)

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So, what is the use of this first step understanding the situation? It will gain insight into the issue the program that is in addressing from many perspectives, as you are going to do all this analysis people cause and effect, you will ultimately gain this insight then organize and summarize what is known about the situation. So, you will organize the things you will as you are doing to do all these analysis, you will be able to organize and summarize then check assumptions by looking at the existing research.

So, here you need to so when you actually do the formative research and find actually, what existing research is there regarding that particular issue. So, what interventions have been done? Whether they were effective? They were not effective. So that it will help us in understanding the situation then identifying gaps and plan for the formative research. So, why they are doing? Why they are behaving?

That will be this actually formative research will be looking into and focus energies and resources and make decisions. So, this will help understanding situation where you are going to put your energies? And what resources I am having? That will be helping. Then focus a program effectively on different groups of people. So, those who are affected and those who actually influence them. So, the peers the family members and all this will be also you are able to understand.

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2. Focusing and Designing

Communication Strategy:

»A communication strategy is a document that allows IEC officers to present an overarching approach to the design of their activities, materials, and products.

»Communication strategies provides direction, guide décisions, encourage action, and build consensus

Barriers and Facilitators to Change



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Then next step is in the C-Planning. So, when you plan this program is the focusing and designing. So, in this focusing designing what you will do? You will actually plan your communication strategy. So, ultimately this communication strategy this will be document where health worker or any planner or IEC officer that will be presenting an overarching approach to design.

So, overarching means different aspect all it will be covering in it. So, to design of their activities, materials, products. So, different kinds of material you will be using different kinds of channels will be using it in this communication strategy. So, this will provide the direction it will guide decision it will encourage the action and build the consequences. So ultimately, when you do this focusing and designing, first of all it will be having your communication strategy.

So, how I will be doing what materials what products? So, it will ultimately guide your SBCC program then you need to find barriers and facilitators. So, if you want to change certain things like open defecation so, there are certain social factors in it. So, people like earlier it was like people they do not want to use it because of like having a toilet within the house premises it was kind of terrible.

So, you need to identify what are the barriers for this change. So, all these social factors, behavioural factors you need to identify what could be the barriers? So, you want to start doing exercise physical activity. So, there are certain barriers if you want to quit smoking so, the social issues are there my friends are there my families what they will say? What I will

look? The self-esteem aspect is also there. So, need to identify the barriers and who can facilitate the change in this when you focus on design.

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Focusing and Designing

- Audience Segments, Priorities, and Profiles

Enabling Environment
» Geographic or structural differences (e.g., urban/rural, risk settings, work place or residence)

Community
» Demographic and socio-cultural differences (e.g., age, gender, education, income, marital status, role in society, religion, ethnicity)

Interpersonal
» Psychosocial differences (e.g., identity, lifestyle, group membership)

Self
» Psychological differences (e.g., knowledge/information, motivation, perceptions of vulnerability, readiness for change, values, attitudes)

The slide includes a video inset of a man speaking in the bottom right corner. At the bottom, there are logos for the Indian Institute of Technology (IIT) and the Indian Institute of Management (IIM), along with the text 'Indian Institute of Technology, Mumbai' and the number '10'.

Then important aspect your audience has to be segmented now, you have the whole population now you are going to plan the SBCC for them the each of your audience needs to be grouped. So, you cannot have the same message for the adult woman for the males or like from the rural area from the urban area no, you need to segment your audience and make the priorities and you need to prepare profile of each kind of group of your audience when you actually segment them.

So, what are these enabling environments? Geographic or structural differences you have the urban, you have the rural, and you have the risk setting those who are working in different may be occupational or working in different settings or into a workplace or it could be a residence also. Then the community, according to social cultural difference like age, gender, education status, income because you need to have different strategy, different messages, and different channels.

For according to these segments considering all these interpersonal, your psychological differences identity or lifestyle so, they have different groups. So, for that particular different groups you have the different or separate segment will be there and at the individual like itself the psychological differences what is my knowledge, how I am motivated? If I am more motivated, I will be more receptive and more likely chance of changes.

So, my perceptions, my readiness or vulnerability for the change and my values and attitudes. So, all this will whenever you are doing audience segmentation all this aspect will be considered and then you group your audience and then only you can target each of this segment.

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Focusing and Designing

- **Communication Objectives** : SMART communication objectives are specific, measurable, attainable, realistic, and time bound
- **Positioning:**
 - >Helps to present issue, product, or service in a way that motivates a reaction or change among their audience.
 - > Positioning provides direction for the program's overall message design, so you need to make sure you get it right!
- **Channel, Activity, and Material Mix** :
In SBCC, we do not think about communication in terms of one communication channel but consider instead a channel mix (e.g., interpersonal, mass and social media, and mid-media).

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When you design it, you need to frame your communication objectives. So, as you know like we should have smart objectives. So, it should be specific it should be measurable, attainable, realistic and with the time bound. For example, if you want to reduce the maternal mortality or like you want to reduce the infant mortality. So, you can have like increase in breast feeding exclusive breast feeding or complementary feeding, starting complementary feeding at six months of age.

So, here you can have like at the like after one year eighty percent of mothers will be following exclusive breast feeding. So, here you have included time so, it is a realistic objective and you can attend also and it is a specific. So, in this way you need to frame your objectives and that will be the smart objectives. Then positioning so, what is positioning actually? So, actually this is then what you say like main slogan of your SBCC program or SBCC strategy what you are going to implement.

So, it helps to present issues, product or servicing a way that motivates or reaction or change among your audience. So, positioning provides direction for programs overall message design so, you will be having many lots many of messages but ultimately how your messages

will be there. So, maybe like you have positive messages or you are having kind of humour kind of thing you are going to use or you are more focusing on the emotions.

So, this positioning will actually guide you how my messages will be there? So, you need to make sure that you get it right, so that is the positioning. Then, what channels you are going to use? This is very, very important when you actually choose your channel again it will depend upon your segmentation of your audience their educational status. So that is why this steps the C-Planning is very important in the SBCC.

So, here we do not think that about communication in terms of one communication channel but consider instead a mix of channel it could be interpersonal it could be mass social media and mid media also. So, mixing is the best option. So, all this focusing and designing will be including all these activities.

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3. Creating

- Using a Creative Brief to Develop Materials
- Effective Messages
- Drafting and Reviewing Materials
- Concept Testing, Pretesting, and Field Testing
- Finalizing Designs and Getting Ready for Production

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Then creating so, actually you are going to create your materials. So, and it could be print could be any it could be TV advertisement it could be a radio advertisement or it could be a message on your social media or could be face book or whatsapp messages also nowadays you can use it. So, what you are focus areas you will be identifying on which social aspects or social norms you are actually going to change.

And what behaviour you are focusing? For that you need to develop your materials. Again, the messages should be effective so, when actually we will deal with the designing of messages will see how what you mean by effective messages? Then drafting and reviewing

the materials so, once you draft the material anything we need to review it. So, once maybe through the experts you can review it right thing, wrong thing all in all aspects then you are actually going into the community.

So, maybe you through the focus group discussion may be through interviews you are going to do the concept testing, pretesting and field testing of your material. Again, in subsequent lectures you will see what is pretesting? What are the different steps of the pretesting? And accordingly, we are going to make changes. So, with suppose you have prepared a banner, you go into the community see it whether it is acceptable.

Whether they are comprehending whether the colours. Whether the language in all aspects you need to ask and then again change make the changes. Including the colours, the design also and whether it is there any cues for action, whether it is guiding to do something making people or directing people to do something. Then finalize the design and get ready for your mass or large scale production.

So, this in the creating third step you are going to first use a creative brief, develop a creative brief, then prepare messages, review the materials what you have developed, do the testing and then final design.

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4. Implementing and Monitoring

- Implementation Plans
- Planning Activities
- Budgeting for SBCC Campaigns
- Implementation of SBCC Programs
- Monitoring SBCC Campaigns

5. Evaluating and Re-planning

- M&E for SBCC

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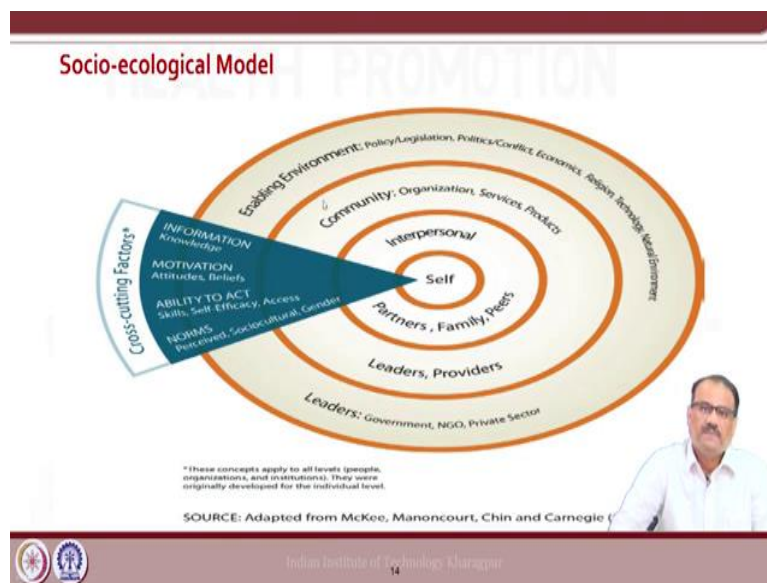
Then the fourth step in the C-Planning implementation and monitoring. So, once you develop you need to implement your plan. So, this planning activities will involve like when you are going to do? Where you are going to do? What is your target audience? What method you are

going to do? What channel you are going to do? What message you are going to give? Means all details will be there at what time everything will be there in your planning activities.

And then of course budgeting is very, very important because this SBCC will be having a maybe for months or for years you will be implementing it. It is not like one time. So, it is SBCC is a process you will have to do it. So, budgeting is very, very important aspect. Whenever you plan it give importance to the budgeting then implementation actual whether according to the plan you implement it.

And see, through monitoring whether I am doing it right or not and as earlier we have discussed in the BCC. So, monitoring and evaluation whether that your target population has been reached your process evaluation your outcome and the impact evaluation of your SBCC activities has to be done.

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Then coming to the socio-ecological model as in the as you have seen that. This is SBCC is a framework that you will use some process that is C-Planning has been used it uses the sociological model and third it uses strategies, advocacy, social mobilization and behaviour change communication. Now, if you can see that so, this is a cross cutting factors are there. So, for right from the individual interpersonal community.

And this enabling environment where this leader, government and NGOs are all partnering organizations will be there. So, at each of the level for like individual level, information is important whether the person is having knowledge or not having knowledge that is important.

Then motivation, whether I am motivated to change? What are my beliefs? If you have a positive attitude there is greater chance of having a change.

Then ability to act that is self-efficacy, whether I believe I can do it. So, having a kind of toilet within my house premises whether it will be I will be able to do or not? Or practicing certain things, whether it is feasible for me or not? Then the norms what the how the person perceive pursues the norms? Because these social norms are very, very important so, how you carry yourself or your lifestyle?

If it is not accepted by your society, you will be not accepted. So, you have to follow the norms what your society is doing. So, at each of this level so, right from the self, till this community this cross cutting factors is important.

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Using Socio-ecological model for context analysis

Enabling Environment

- »What policies or laws exist that support or impede change?
- » How do political and religious conventions and norms influence these policies?
- »Are there any opinion leaders who can support or impede the desired change?
- »How can the program work with them?
- »What is the condition of the economic, technological, or natural environment as it relates to this problem?

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So, when you so, this socio-ecological model is used for this context analysis. So, when you will actually plan your SBCC you will have to do in which context this behaviour occurs? So, it could be social norms it could be certain personal factors or it could be environmental factors also. So, what policies or law exist that support or impede the change? So, in the environment what are all these factors?

Whether this will be so, existing laws for rules and regulation. Whether it will favour the change or not? How do political and religious conventions and norms influence these policies? So, whatever is there in the environment whether the change will occur or not, you need to look into it. So, are there any opinion leaders who can support? So, this political

support is very, very important suppose like air pollution so, here a political or opinion leader is very important.

So, how can the program work with them? So, whether this program will work or not? What is the condition of the economic technological or natural environment as it relates to this problem? So, you take any problem if you are working you need to find this what are this enabling environment? So, in which context or this in which environment the community or the person is living.

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Using Socio-ecological model for context analysis: Cross cutting factors

Information

- »What information does each relevant group receive about the health issue?
- »How timely, accessible, and relevant is it?
- »Through what channels is information received?
- »How does your audience react to this information?
- »What knowledge is still needed?

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Then the information at individual so, these are the cross-cutting factors so, at individual level like information what information does each group receive about the health issues? So, whatever may be already the programs are the IEC activities are there that means advertisement might be already there and then how timely and accessible and relevant it is? So, how they are able to understand? How they are able to get it get this information?

And how relevant it is for them need to sit and through what channels is information received? So, whatever information has been received what are the channels? Through TV, through radio, through social media, through newspapers what channels they have been receiving it? And how does your audition react to this information? Like you know like when it started then we hardly when you call on you from your mobile phone, you hear all these things.

So, you see how these people used to react to this? So, initially people were receptive but afterwards people were annoyed with it. Then what knowledge is still needed? You need to find what knowledge people still require? So, this is regarding the information at individual.

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Using Socio-ecological model for context analysis: Cross cutting factors

Motivation

- »What motivates people in each group to act?
- »What are their attitudes and beliefs?
- »What appeals to your audience?
- »What do they want?
- »What key or additional information is missing that could help motivate them?

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Then motivation, how I am motivated? So, what motivates people in each group to act? So, what are the factors that makes me to change or makes me to behave in a particular manner? So, it could be maybe the model that will help you or it could be my friends or it could be my family that can motivate me or any movie or anything that can motivate me. So, what are their attitudes and beliefs?

So, these attitudes and beliefs are actually it could be a pro or it could be against that will be motivating the person and what appeals to the audience? So, maybe sometimes emotional appeal that is maybe sometimes humorous appeal or maybe sometimes you see the fear also but fear it is said that here should not be used but sometimes fear is also now you see the advertisement like for smoking, you see the photograph of the picture of the lungs, black lung system that is like fear generating.

So, it depends on how appeal and what people audience will have effect? Then what do they want? So, actually we should understand that also. What the people actually expect from us and what key or additional information is missing? That could help motivate them. So, once you see all these you need to identify see anything is missing out of it, any other factor that motivates your population or the group need to look into it.

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Using Socio-ecological model for context analysis: Cross cutting factors

Ability to Act

- »What life skills do people in each group have?
- »What assets, strengths, resources, or access to products and services do they have?
- »How confident are they in their ability to create change (efficacy)?



Then ability to act that is the self-efficacy, whether I will be able to do or not? So, if you want to change in behaviour or de-addiction or starting new action so, like wearing helmet. So, people will feel no well I cannot wear because it is my heavy hair, I cannot see back, I cannot see it will block my vision and all these things. So, whether this behaviour varying of helmet while riding the bike.

So, what life skills do people or each group levels are required? What asset strength resources or access products or services do they have? How confident are they in their ability to create or change or efficacy?

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Using Socio-ecological model for context analysis: Cross cutting factors

Norms

- »What are the deep underlying values of each group, as reflected in gender and other cultural norms?
- »How do these norms affect people's knowledge, attitudes, beliefs, and ability to act (and ultimately their behaviours)?
- »How do these values/norms affect or influence the health or development problem?
- »Do all people affected and those who influence them have the same or different norms?



Then the norms, what are the deep underlying values of each groups and how they are reflected in general? Because in country like this gender is very, very important, how these

cultural norms that reflects in it and how do these norms affect people's knowledge attitude and behaviours? It is ultimately the people how they act depend upon all this? How do these values norms affect or influence the health or development of the problem?

So, this all these questions you need to put then only you can will be able to plan a good and effective SBCC. So, do all people affected and those who influence them have the same or different norms.

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Example of Cross-cutting Factors

Problem: stigma and discrimination against people living with HIV in India among the general public

1. **Information:** lack of knowledge about HIV transmission
2. **Motivation:** fear of acquiring HIV
3. **Ability to Act:** lack of confidence in one's ability to stand up to others who may be stigmatizing or discriminating against someone suspected to be HIV+
4. **Norms:** socio-cultural and religious norms, gender norms, pervasive culture of stigma and discrimination toward these individuals

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So, these are the cross-cutting factors so, all this you need to look into it. So, for example for stigma and discrimination in India for regarding HIV so, initially when it came slot many of issues where the stigma was there. So, like information what you see lack of knowledge that was the important thing. So, how HIV is transmitted? So, if you hear that person is having HIV, people used to really have a fear you have to run away.

Then motivation that is of fear of acquiring the HIV. So that was the more what you say motivating factor. Then ability to act lack of confidence in one's ability to stand up on others, who may be stigmatizing or discriminating against the HIV positive people. So that was more giving rise to what you say a stigma. The norms socio-cultural and religious norms, gender norms the pervasive culture and stigma towards this those who are HIV positive.

So that actually, so, once you understand this then only you will be able to plan effective messages.

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Effects of SBCC

- Increase knowledge and awareness
- Trigger an individual to adopt and maintain a healthy behaviour
- Demonstrate and allow new skills to be practiced
- Reinforce self and collective efficacy
- Address barriers
- Support or initiate norm change
- Counter myths and Misconceptions
- Influence perceptions, beliefs, attitudes
- Prompt action

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So, what finally we will get? You will increase the knowledge of the people, you will increase the awareness so, SBCC will include all your health education, IEC, BCC and this yes that is social. So, trigger an individual to adopt and maintain a healthy behaviour then demonstrate and allow new skills to be practiced, reinforce self and collective efficacy address the barriers this it removes the barriers, support or initiate the change in the norms.

Then it will counter the myths and misconceptions. So, as you see them, we have lot mean of misconception. So, this SBCC will remove all this then influence perception, beliefs and attitude and finally prompt for the action.

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CONCLUSION

- SBCC is a framework
- SBCC is process and uses C-Planning
- SBCC uses Socio-ecological model
- Designing SBCC strategy

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So, at last SBCC is a framework that will use the C-Planning. So, as you see various steps into it right from the situation analysis still a monitoring and evaluation seen the and SBCC

uses a socio-ecological model, we have the cross-cutting factors you have seen delving environment, the norms and the self and motivation and this way you can design the SBCC strategy.

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These are my references you can go through it in details about the SBCC. Thank you.